



City of Scottsdale
McDowell Sonoran Preserve Commission
Promotion Sub-Committee

WEDNESDAY, SEPTEMBER 9, 2009

**COMMUNITY DESIGN STUDIO - NAVE
7506 E. INDIAN SCHOOL RD.**

APPROVED MEETING MINUTES

PRESENT: Linda Whitehead, Chair
Matt Kalina
Barb Pringle
Solange Whitehead
Brent DeRaad

ABSENT: Carla
Christine Kovach
Howard Myers

STAFF: Bill Murphy
Kroy S. Ekblaw

1. CALL TO ORDER

Chair Whitehead called the meeting of the McDowell Sonoran Preserve Commission Promotion Sub-Committee to order at 5:18 p.m.

2. ROLL CALL

A roll call confirmed the presence of committee members as noted above.

3. MOMENT OF SILENCE

The meeting observed a moment of silence.

4. APPROVAL OF THE MINUTES – Regular Meeting June 16, 2009

COMMITTEE MEMBER KALINA MOVED TO APPROVE THE JUNE 16, 2009 MCDOWELL SONORAN PRESERVE COMMISSION PROMOTION SUB-COMMITTEE REGULAR MEETING MINUTES. SECONDED BY COMMITTEE MEMBER PRINGLE, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

5. PUBLIC COMMENT

None.

6. CAMPAIGN PROMOTING THE ECONOMIC BENEFITS OF CONSERVATION OPEN SPACES

Chair Whitehead opined that the statement that the Preserve increases and stabilizes property values should not be included because it is subjective and cannot at this time be proven. The primary focus should be in determining which map is most appropriate. She mentioned that Committee Member Myers felt that it was important to include the identified State trust land in addition to the Preserve boundary. Mr. Ekblaw noted that it would be inappropriate to include trails within the State Trust land prior to either obtaining the land or negotiating a maintenance and operation agreement.

Committee members will submit verbiage changes and other suggestions to Mr. DeRaad directly and he will forward all revisions to staff. Mr. Ekblaw will work with Scott Hamilton to determine which map is most appropriate.

7. GETTING IMPROVED NEWS MEDIA COVERAGE OF EVENTS IN THE PRESERVE

Chair Whitehead stressed the importance of documenting events in the Preserve for historical purposes. There have been many missed opportunities, including the construction of the Gateway, construction of the northern access area trails, and creation of the Bajada trail. The Preservation managers could be asked to indicate when events are planned that would be worthy of documentation and notification to the media. She has in the past requested that the Conservancy appoint someone to video events of interest. Channel 11 has the ability and the willingness to help in assembling video footage if it is provided. Committee Member Solange Whitehead noted that Dennis at Channel 11 had once indicated to her that the video quality was important in creating a quality piece.

Mr. Ekblaw indicated that he would research possible sources of still photographs or video for past projects, which often exists because the architects or contractors document the work for their own records. Future discussions can be agendaized to discuss methods for obtaining documentation, organization and storage of potential video, and the availability and willingness of Channel 11.

8. GRAND OPENING - Bajada Nature Trail

Ms. Pringle noted that the grand opening would be held on September 26th from 7:00 to 10:00 a.m. Speakers will include Mayor Lane, Art DeCabooter, and Ruthie Carll. Non-profit special needs organizations and MSC corporate partners have been informed that booths will be available during the event. Donations for food and coffee are being sought.

Discussion ensued regarding potential parking issues. MSC would prefer if stewards were not asked to help with overflow parking along Thompson Peak, which may or may not be permitted; the most appropriate solution is to involve the police department. Alternate parking locations are being considered.

Liberty Wildlife will not know until the week of the event whether or not a bird will be ready for release during the event. If necessary an alternate symbolic gesture can be substituted.

9. MCDOWELL SONORAN MONTH ACTIVITIES

Chair Whitehead noted that the City will be more involved in the festivities than in past years. The Mayor/Council breakfast will be held on October 15th at the Gateway. The theme will be "Celebrating our Mountains of Discovery." Mr. Ekblaw added that the agenda for the Mayor's breakfast has not been finalized. It is anticipated that Art DeCabooter will participate and that Jerry Miller will speak on invasive weeds related to north area issues. A number of topics have been identified, including acquisition status items and the DDC. Committee Member DeRaad will ensure that the event is included in the CVB monthly web page events list.

10. COMMITTEE COMMENTS

None.

11. FUTURE AGENDA ITEMS

Chair Whitehead mentioned that because of resource constraints the City is finding it difficult to staff the subcommittee meetings. Staff is working to find a way to continue the Promotion Committee while working within the parameters of the open meeting laws. Mr. Ekblaw reviewed the new department structure and roles and responsibilities of staff members.

Discussion ensued regarding the importance of continuing the work of the Promotion Committee and alternate meeting possibilities. Mr. Ekblaw agreed that an ad hoc committee or working group format could be an option that would consider staff's time limitations and costs while achieving the same goals. Another option would be to ask non-Commission members to attend MSPC meetings and provide comment on particular topics when needed or to have consensus on topics for recommendation to the Commission.

Committee Member DeRaad noted that he was receiving bids on the brochure printing from outside sources because the City print shop is unable to commit to a project of such large scale. Chair Whitehead suggested asking CAPA how many brochures they thought would be needed to distribute to facilities and reach as many voters as possible. The PDF version will be available through the City website.

Committee Member Kalina mentioned that the McDowell Sonoran Preserve Challenge is scheduled for February 27, 2010. He wondered if any similar events were planned for the near future that would be related to promotion activities. Chair Whitehead mentioned the Grayhawk Hiking Club event.

12. ADJOURNMENT

With no further business to discuss, the regular meeting adjourned at 6:20 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz.

Meets established criteria,
Kroy Ekblaw
Preserve Director